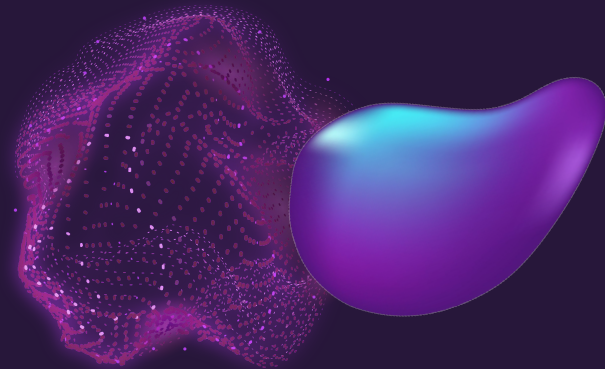# Machine Learning (ML)

PROJECT PROPOSAL

Group 157

Project: Customer Churn Prediction

GOAL

Identify customers likely to stop using a service.

TECHNIQUES

Classification models (Logistic Regression)

USE CASE

Retention strategies for businesses.

Why this project?

PROS

- Real World Application
- Easily accessible data
- Multiple machine learning techniques to practice

CONS

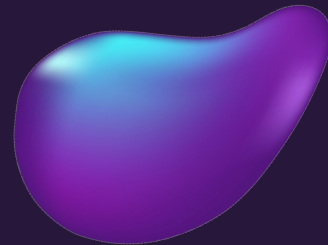- Possible class imbalance
- Data cleaning may be needed.

THANK YOU.